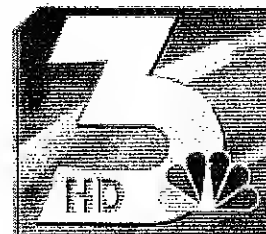


ORDER

KSNV

Orders
Order / Rev: 108688
Alt Order #: 06830031
Product Desc: BERKLEY FOR SENATE
Estimate: 30S
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 06/28/12 / 10/19/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Berkley, Shelley for Senate - Revised
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	107	\$39,055.00	\$33,196.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	107	\$39,055.00	\$33,196.75	0.00
Totals	107	\$39,055.00	\$33,196.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$39,055.00
Market	100%	\$195,275.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$62,488.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$41,007.75
KTUD	0%	\$0.00
KVVU	25%	\$48,818.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,905.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/19/12	Wake Up Early w/ Wagner	AM	430a-5a	-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00
Wake Up Early Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---			4			\$50.00		0.00			

Order / Rev: 103688
 Alt Order #: 06830031
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/22/12	10/22/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	M-----	:30	1	\$50.003		0.00	NM	1	\$50.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$50.00		0.00						
E 3	KSNV	10/22/12	10/22/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$200.00		0.00						
E 4	KSNV	10/16/12	10/19/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$200.003		0.00	NM	4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	4		\$200.00		0.00						
E 5	KSNV	10/16/12	10/19/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	8	\$300.003		0.00	NM	3	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	3		\$300.00		0.00						
E 6	KSNV	10/22/12	10/22/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$300.003		0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$300.00		0.00						
E 7	KSNV	10/22/12	10/22/12	Today Show Today Show	CM	658a-9am	M-----	:30	3	\$400.003		0.00	NM	3	\$1,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	3		\$400.00		0.00						
E 8	KSNV	10/16/12	10/19/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.003		0.00	NM	12	\$4,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	12		\$400.00		0.00						
E 9	KSNV	10/16/12	10/19/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.003		0.00	NM	3	\$525.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	3		\$175.00		0.00						
E 10	KSNV	10/22/12	10/22/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$175.003		0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$175.00		0.00						
E 11	KSNV	10/22/12	10/22/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	M-----	:30	1	\$175.003		0.00	NM	1	\$175.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$175.00		0.00						
E 13	KSNV	10/16/12	10/19/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF--	:30	3	\$200.003		0.00	NM	3	\$600.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	3		\$200.00		0.00						
E 14	KSNV	10/22/12	10/22/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$200.00		0.00						
E 15	KSNV	10/22/12	10/22/12		CM	4-5pm	M-----	:30	1	\$300.003		0.00	NM	1	\$300.00

Order / Rev: 103688
 Alt Order #: 06830031
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NEWS 3 at 4 (1 HOUR)											
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1		\$300.00			0.00			
E 16	KSNV	10/16/12	10/19/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	-TWTF--	:30	4	\$300.003		0.00	NM	4	\$1,200.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--			4		\$300.00			0.00			
E 17	KSNV	10/16/12	10/19/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	-TWTF--	:30	4	\$300.003		0.00	NM	4	\$1,200.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--			4		\$300.00			0.00			
E 18	KSNV	10/22/12	10/22/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	M-----	:30	1	\$300.003		0.00	NM	1	\$300.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1		\$300.00			0.00			
E 19	KSNV	10/22/12	10/22/12	M-F Early News	CM	5-630p	M-----	:30	2	\$450.003		0.00	NM	2	\$900.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			2		\$450.00			0.00			
E 20	KSNV	10/16/12	10/19/12	M-F Early News	CM	5-630p	-TWTF--	:30	8	\$450.003		0.00	NM	8	\$3,600.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--			8		\$450.00			0.00			
E 21	KSNV	10/16/12	10/19/12	FacetoFace/Ralston Rep	CM	730-758pm	-TWTF--	:30	4	\$225.003		0.00	NM	4	\$900.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--			4		\$225.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KSNV	10/15/12-10/21/12	FacetoFace/Ralston Report			730-758pm	-TWThF----	:30		(\$225.00)		0.00	NM		
See MG 21.5															
[PGM CHG = NBC DEBATE]															
5	KSNV	10/16/12-10/16/12	RALSTON in PRIME			8-11pm	-T-----	:30		\$225.00		0.00	NM		
Ⓜ MG for 21.3 10/16															
[inv code]															
E 22	KSNV	10/22/12	10/22/12	RALSTON in PRIME	CM	8-11pm	M-----	:30	1	\$225.003		0.00	NM	1	\$225.00
				Face to Face in PRIME											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			1		\$225.00			0.00			
E 23	KSNV	10/20/12	10/20/12	Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$150.003		0.00	NM	1	\$150.00
				Vegas Inc.											
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1		\$150.00			0.00			
E 24	KSNV	10/22/12	10/22/12	SIGN ON-SIGN OFF	CM	5a-459a	M-----	:30	2	\$400.003		0.00	NM	2	\$800.00
				ROS		(9:30 PM-10:30 PM)									
				JEP/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----			2		\$400.00			0.00			
E 25	KSNV	10/16/12	10/19/12	M-F Jeop/Wheel	CM	630-730pm	-TWTF--	:30	8	\$400.003		0.00	NM	6	\$2,400.00
				M-F Jeopardy/Wheel of Fortune											
				JEP/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--			6		\$400.00			0.00			

Order / Rev: 103688
 Alt Order #: 06830031
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 37	KSNV	10/22/12	10/22/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.00	3	0.00	NM	1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$425.00		0.00						
E 38	KSNV	10/20/12	10/21/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----SS	2		\$400.00		0.00						
E 39	KSNV	10/20/12	10/20/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.00	3	0.00	NM	2	\$450.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$225.00		0.00						
E 40	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	2	\$150.00	3	0.00	NM	2	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$150.00		0.00						
E 41	KSNV	10/20/12	10/20/12	News 3 Today - SATUR News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$200.00		0.00						
E 42	KSNV	10/21/12	10/21/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	2	\$350.00	3	0.00	NM	2	\$700.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	2		\$350.00		0.00						
E 43	KSNV	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.00	3	0.00	NM	1	\$550.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$550.00		0.00						
N 44	KSNV	10/22/12	10/22/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$700.00		0.00						
N 45	KSNV	10/22/12	10/22/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	M-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$1,300.00		0.00						
N 46	KSNV	10/22/12	10/22/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$425.00		0.00						
N 47	KSNV	10/22/12	10/22/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$325.00		0.00						
N 48	KSNV	10/22/12	10/22/12	Late Night w/Fallon Late Night w/Fallon	CM	1236a-136am	M-----	:30	2	\$250.00	1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$250.00		0.00						
N 49	KSNV	10/22/12	10/22/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$450.00		0.00						
N 50	KSNV	10/22/12	10/22/12		CM	10am-11am	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Today Show III 4th H											
				Today 4th Hour											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	M-----		1		\$325.00		0.00					
													Totals	107	\$39,055.00